

**Minutes of the
Newport Beach Restaurant Association
Business Improvement District Strategic Planning Meeting**

**July 24, 2013
Law Offices of Ronald B. Schwartz**

1. Call to Order

Mr. Walker called the meeting to order at 9:45 a.m.

Directors Present:

Jim Walker	The Bungalow
Thomas Giulioni	Back Bay Bistro
Ron Schwartz	Muldoon's
Eldy Galietta	Barolo by the Sea
Sheri Drewry	Wilmas's Patio
Ali Zadeh	The Port
Sam Tila	Royal Thai Cuisine
John Robinson	Amelia's

City Representatives:

Keith Curry	Mayor
Tara Finnigan	Public Information Manager

Public:

Peggy Fort	CMC, Inc.
Jim Mosher	Newport Beach Resident

2. Roll Call

Mr. Walker invited everyone in attendance to make self introductions.

3. Public Comments

Mr. Mosher noted that last year, City staff pointed out the distinction of BID laws and non-profit groups.

He also referenced an entity for a number of years ago, called the Newport Beach Restaurant Association. It was formed as a non-profit but its status has since been suspended. There is the appearance of confusion to the public as this and the current BID are two separate organization.

4. Approval of the Minutes

The May and June minutes were reviewed by the Board. Mr. Mosher noted that on the May 29 minutes, Mr. Francisco was listed as a Board member, but he should be designated as a member of the public. In addition, there are typos at the end of page three.

Mr. Schwartz moved to approve the minutes the motion was seconded and approved by the Board.

5. Current Business

B) City Report

Ms. Finnigan informed the group that the City was working on two Requests for Proposals (RFPs) one for Restaurant Week (RW) and one for the NBRA BID marketing services.

Mr. Walker would like two or three board members assist in the review and comment of each RFP before they go out. Ms. Drewry and Mr. Zadeh volunteered to review the RW RFP with Mr. Walker. Mr. Giulioni and Mr. Schwartz will work with Mr. Walker on the review of the BID Marketing RFP.

There has been some discussion about when RW would be held and the timing of the BCS event. A tentative date needs to be included in the RFP. Mr. Walker wanted the Board to tentatively approve the RW dates as January 17-26, 2014.

Mr. Zadeh made the motion to approve the dates of January 17-26, 2014 for the RW. The motion was seconded by Mr. Guilioni and approved by the Board.

Ms. Fort inquired if it was alright to release the dates to the California Restaurant Association for its advertising of all RW events in the state. Mr. Walker and Mr. Schwartz thought it was appropriate to release the dates.

Mr. Walker informed the group that the City has received responses to the BID Administrator RFP and he would like to appoint a small committee to help review the applications and help make a decision for the selection of the BID administrator.

The motion was moved by Mr. Schwartz, seconded and approved.

Ms. Finnigan noted that the BID Marketing RFP ideally should be reviewed and approved before the end of September. Having a subcommittee to help expedite the process would be beneficial or it could be brought back to the Board for approval. Mr. Walker prefers this important function be reviewed by the full Board. If costs come back at \$130,000 or greater, the agreement will require City Council approval that will require additional approval time.

A) President's Report

Mr. Walker noted that the City Attorney's Office is drafting up new bylaws for the Board to review. He said that the organization previously mentioned by Mr. Mosher is no longer in existence and the new bylaws would clarify and clean up this misunderstanding.

The NBRA strategic plan has a few minor changes to the action items of activities with Visit Newport Beach and the marketing and media partnerships. The plan is done and gives the NBRA a platform to work from and Mr. Walker would like approval of the revised plan.

Mr. Schwartz made the motion to approve the strategic plan the item was seconded by Ms. Drewry and approved by the Board.

C) Advisory Board Appointments

Mr. Walker inquired about the appointment of Board members and the term of their service. Mr. Walker asked for the term of the Board to be clarified at a future meeting.

D) Financial Report

Mr. Lenton was not available for the meeting and Ms. Fort distributed the financial reports through June. Ms. Fort handed over a few checks for deposit and distributed the close out for 2013 Restaurant Week.

Ms. Fort noted that the assessments are being prepared and a cleanup of the database is underway. In the past, a cover letter and the NBRA BID brochure was included in the assessment billing. Ms. Fort offered to update the brochure to include with the mailing.

Ms. Finnigan told the group that the assessment information is being cleaned up and prepared for mailing. Mr. Walker wants the Board to consider the definition of restaurant - who should be a part of the NBRA - and to bring that discussion to a future Board meeting and perhaps appoint a subcommittee to work on the issue. Mr. Walker asked what the process is for when new businesses come online and becomes included in the assessment. He would like to set up a review panel to look at the assessment to make sure it is fair to all involved.

On the financials and the potential of the BID administrator, Mr. Walker informed the group that the City has been funding the accounting services and the NBRA will have to consider and budget for the responsibility in the new fiscal year and future years.

E) Marketing Report

Ms. Fort updated the group on the new ad placed in the visitor guide and the redesigned e-newsletter format that will be sent out later this week.

The social media numbers are growing and dining guides are available for distribution. Most ongoing vendors have transitioned to a month-to-month plan while the RFP processes are rolled out.

6. NBRA BID Announcements

Mr. Walker invited Mayor Curry to give the group an update on the City. Mayor Curry informed the group that revenues are up, the budget is balanced and there was a generous surplus at the end of the fiscal year. At the Council meeting last night, it was approved to move forward with exhibiting art in public places. And, the City is looking forward to receiving the permits from the Coastal Commission for the two new parks.

Mr. Walker inquired about the Big Canyon Reservoir water line project and its eventual work at Carnation Avenue. There was further discussion about the increased traffic on Coast Highway and the appearance of more activity in the city as a whole - which is good for the restaurant business.

Ms. Fort announced that a class is being scheduled at the Harborside Restaurant for interested parties and it will be posted on the NBRA BID website.

7. Adjournment

The meeting adjourned at 10:30 a.m.